

Attachment A: Instructions to Offerors VA777-14-R-0202

SUBMISSION: The Offeror's proposal shall be submitted electronically in the files set forth below by the date and time indicated in the solicitation. Proposals submitted by any other method will not be considered. The Offeror's proposal shall consist of three Volumes. The Volumes are I –Technical (including Personnel), Volume II - Past Performance, and Volume III - Price. Files shall not contain classified data. The use of hyperlinks or embedded attachments in proposals is prohibited. All proprietary information shall be clearly marked. File sizes shall not exceed 5MB. The electronic addresses for the delivery of proposals is by email to anne.cardenas@va.gov and anthony.balestreri@va.gov. All proposals are due by **August 27, 2014 at 5:00 PM EST.**

QUESTIONS: All questions shall be submitted by email to anne.cardenas@va.gov and anthony.balestreri@va.gov by **August 6, 2014 at 5:00 PM EST.**

Proposal Files: Offeror's responses shall be submitted in accordance with the following instructions:

A. Format: The submission shall be clearly indexed and logically assembled. Each Volume shall be clearly identified and shall begin at the top of a page. All pages of each Volume shall be appropriately numbered and identified by the complete company name, date and solicitation number in the header and/or footer. Proposal page limitations are applicable to this acquisition. The Table below indicates the maximum page count for each volume of the Offeror's proposal. All files will be submitted as either a Microsoft Excel (.XLS) file or an Acrobat (PDF) file or compatible as indicated in the table. Page size shall be no greater than 8 1/2" x 11". The top, bottom, left and right margins shall be a minimum of one inch each. Font size shall be no smaller than 12-point. Arial or Times New Roman fonts are required. Characters shall be set at no less than normal spacing and 100% scale.

B. File Packaging: All of the proposal files may be compressed (zipped) into one file entitled "proposal.zip" using WinZip version 6.2 or later version or the proposal files may be submitted individually.

C. Content Requirements: All information shall be confined to the appropriate file. The Offeror shall confine submissions to essential matters, sufficient to define the proposal and provide an adequate basis for evaluation. Offerors are responsible for including sufficient details, in a concise manner, to determine each proposal and their ability to perform the tasks. The titles and page limits requirements for each file are shown in the Table below:

Volume Number and Title	Page Limit
Volume I – Technical and Personnel	10 pages (excluding resumes of key personnel)
Volume II – Past Performance	6 pages maximum, 2 pages for each project
Volume III – Price	2 pages

The Title Page, Table of Contents and/or a glossary of abbreviations or acronyms will not be included as part of the page count. However, be advised that any and all information contained within any Title Page, Table of Content, and/or glossary of abbreviations or acronyms submitted with an Offeror's proposal will not be evaluated by the Government. **The proposal should not exceed 18 pages (not including resumes).** See also FAR 52.212-1, Instructions to Offerors – Commercial Items.

D. Volume I – Technical:

- 1. Subfactor: Technical Approach** – This subfactor will be evaluated based on the contractor's understanding of the requirement as well as the adequacy and effectiveness of the described technical approach. Criteria include:
 - Demonstrates expertise in delivering educational professional training curricula for large complex/public organizations.
 - Demonstrates knowledge and expertise in delivering/facilitating Patient Centered Clinical Care educational programs.
 - Technical approach demonstrates sound education principles and tools.
 - Ability to phase and stagger learning activities for a large number of professionals in a clinical setting, e.g. recognition of patient appointments, hospital staff meetings, differing shifts, and tours of duty.
 - Builds skill and knowledge for customer, i.e., enables VA to sustain Patient Centered Clinical Care education program beyond contract period.
- 2. Subfactor: Key Personnel and Project Staffing** – The Offerors shall submit resumes of key personnel in Volume 1 (Technical) to demonstrate the experience, skill and qualifications of the proposed personnel to adequately minimize risk and successfully complete the requirements of this contract. Key personnel include:

Subject Matter Experts for Whole Health: Change the Conversation Clinical Course: A minimum of two faculty will attend each course; one is an integrative medicine physician with expert clinical and teaching skills, and the second is a clinician with integrative health experience who is an expert facilitator and instructor. Both will provide expert instruction, technical guidance, and direction for participant knowledge and skill application. Minimum education: Physician and 15 years of specific experience; and Master's Degree in a clinical subject and 15 years of specific experience.

Subject Matter Experts for Whole Health Coaching: Two specific roles are identified as critical to the established Whole Health Coaching Program: Co-Trainers and Mentors. All must be highly skilled health coaches and able to provide technical guidance and effective participant feedback to enhance skill and application. The trainers must also provide expert instruction and training facilitation. Minimum education: Lead Trainer – Master's Degree and 15 years health coaching experience. Co-Trainer – Master's Degree and minimum of 5 years health coaching experience. At least two (2) Mentors – Bachelor's Degree and a minimum of 5 years health coaching experience. Trainer degree shall be in a clinical subject.

Resumes required are:

- Integrative Medicine Physician for Change the Conversation Clinical Course
- Clinician for Change the Conversation Clinical Course
- Lead Trainer for Whole Health Coaching Course.
- Co-Trainer for Whole Health Coaching Course
- Mentors for Whole Health Coaching Course (at least 2)

E. Volume II – Past Performance: The offeror shall provide a 6 page (maximum) past performance volume that provides a maximum of three (3) examples of projects that have been successfully completed in the past three (3) years, or are current on-going efforts. The contractor shall identify the contact information of references including the project manager and contracting officer for all past performance projects included.

F. Volume III – Price: The RFP requires the submission of price information that the Government will use to determine price reasonableness and realism.

G. Evaluation: Proposals will be evaluated based on three factors: technical, past performance, and price. Subfactors under the technical factor are technical approach and key personnel.

The proposals will be evaluated as a “best value” trade-off evaluation where technical is more important than past performance, and technical and past performance, when combined, are significantly more important than price. Subfactors under the technical factor are of equal importance.

H. Type of Contract: the Government will award a 150 day contract from this solicitation to the Offeror that represents the best value to the Government.